

ZCZC LBBPNSLBB DEF
TTAA00 KLBB DDHMM

PUBLIC INFORMATION STATEMENT
NATIONAL WEATHER SERVICE LUBBOCK TX
600 AM CST SUN MAR 2 2003

...GOVERNOR RICK PERRY HAS PROCLAIMED THE WEEK OF MARCH 2 THROUGH 8 AS SEVERE WEATHER AWARENESS WEEK IN TEXAS...

IN HIS MESSAGE TO TEXANS...GOVERNOR PERRY NOTED THAT SEVERE WEATHER CAN STRIKE ANYWHERE IN THE STATE...OFTEN WITH LITTLE WARNING. HE EMPHASIZED THAT THE KEY TO REDUCING THE RISKS ASSOCIATED WITH DANGEROUS WEATHER WAS ADVANCE PREPARATION.

ECHOING THE GOVERNORS CONCERN...JACK COLLEY...STATE COORDINATOR OF THE DIVISION OF EMERGENCY MANAGEMENT...STATED THAT "A NUMBER OF TEXAS ARE KILLED EACH YEAR AS A RESULT OF SEVERE WEATHER EVENTS...WITH THE HIGHEST NUMBER OF DEATHS DUE TO FLOODS...EXTREME SUMMER HEAT AND LIGHTNING STRIKES."

COLLEY URGED LOCAL GOVERNMENTAL OFFICIALS TO WORK WITH THE MEDIA TO DEVELOP STORIES AND INTERVIEWS THAT WILL HIGHLIGHT THE NEED FOR PREPAREDNESS AND SAFETY. HE DESCRIBED THIS WEEK IN MARCH AS "AN EXCELLENT OPPORTUNITY TO REMIND PEOPLE WHAT THEY NEED TO DO WHEN SEVERE WEATHER STRIKES."

THE ONSET OF SPRING IN TEXAS BRINGS AN INCREASING POTENTIAL FOR VIOLENT WEATHER...INCLUDING DAMAGING THUNDERSTORM WINDS...HAIL...TORNADOES...LIGHTNING...FLOODING AND FLASH FLOODING. SPRING IS ALSO A TIME WHEN TEXANS ARE OUTDOORS MORE OFTEN...MAKING IT EVEN MORE IMPORTANT THAT EVERYONE BE AWARE OF THE WEATHER. EVERYONE MUST KNOW WHAT TO DO WHEN SEVERE WEATHER THREATENS...WHETHER AT HOME...AT WORK...AT SCHOOL...AT PLAY...OR WHILE TRAVELING.

DURING SEVERE WEATHER AWARENESS WEEK...THE NATIONAL WEATHER SERVICE...IN COORDINATION WITH THE TEXAS DIVISION OF EMERGENCY MANAGEMENT...WILL HIGHLIGHT VARIOUS ASPECTS OF SEVERE WEATHER AND THEIR SAFETY RULES. SPECIAL RELEASES WILL BE MADE EACH DAY BY THE OFFICES LISTED BELOW. NEWSPAPERS AND SAFETY ORGANIZATIONS CAN HELP PROMOTE AWARENESS BY PRINTING AND DISTRIBUTING SAFETY RULES. THE BROADCAST MEDIA CAN HELP TO GET THIS INFORMATION TO THE PUBLIC.

DAY TIME	SUBJECT	OFFICE
SUN AM	INTRODUCTION	EWX
PM	TEXAS SEVERE WEATHER CLIMATOLOGY	CRP
MON AM	DEADLIEST TEXAS TORNADOES	BRO
PM	TORNADO SAFETY IN SCHOOLS	AMA
TUE AM	LIGHTNING FACTS AND THE 30/30 RULE	LBB

	PM	STRAIGHT LINE WINDS	MAF
WED	AM	FLASH FLOOD SAFETY IN AUTOMOBILES	HGX
	PM	AMATEUR RADIO AND STORM SPOTTERS	LCH
THU	AM	NOAA WEATHER RADIO SAVES LIVES	EPZ
	PM	SAFETY PLAN FOR HOME OR BUSINESS	FTW
FRI	AM	SAFETY AFTER THE STORM	OUN
	PM	SEVERE WEATHER QUIZ	SJT

THE NATIONAL WEATHER SERVICE WISHES TO THANK ALL WHO ARE INVOLVED
IN ENHANCING THE SAFETY OF ALL TEXANS.